

#### ABSTRACT OF THE DISCLOSURE

A label to be attached to a linear or bar-shaped object is created by printing on a translucent printing tape and cutting off a printed tape part in a width direction of the printing tape. For creating the label, the printed tape part is divided parallel to its longitudinal direction and a print region where printing is performed is set. Printing is performed in the print region and the printed tape part is cut off. This region setting is performed in such a manner that the print region is overlaid with a non-print region, i.e., a non-print part in attaching the label around the object from an edge portion of the printed tape part in its width direction.